

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY SINGAPORE

UNCLAS STATE 098547

E.O. 11652: N/A

TAGS: BEXP: ID, MY, SN

SUBJ: REGIONALMARKET RESEARCH PROJECT

1. MARKET RESEARCH OFFICER, J. LEE BARNES, WILL VISIT
ADDR-SSEE POSTS IN MAY AND JUNE OF THIS YEAR TO IDENTIFY
AND RESEARCH IN EACH COUNTRY U.S. EXPORT OPPORTUNITIES FOR
THREE CATEGORIES OF INDUSTRIAL/ COMMERCIAL EQUIPMENT AND
PRODUCTS. THE RESULTING RESEARCH WILL BE USED TO HIGHLIGHT
AND SUPPORT THE REGIONAL CONCEPT OF THE SINGAPORE TRADE
CENTER.

2. RESEARCHER EXPECTS TO SPEND TWO WEEKS IN EACH COUNTRY.
THE FIRST WEEK TO BE USED FOR INTERVIEWING AND THE SECOND
FOR THE RESEARCH/WRITING ASPECTS OF THE STUDY.

3. ASSISTANCE REQUESTED FROM THE POSTS IS MINIMAL AND IS
COVERED IN APPROPRIATE COUNTRY COMMERCIAL PROGRAMS AS
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FOLLOWS: SINGAPORE - ASSISTANCE TO POST IN FULFILLING

FY'76 RESEARCH OBLIGATIONS UNDER ITEM ANNEX 2.12 (1976CCP DRAFT). INDONESIA - ASSISTANCE TO POST IN FULFILLING PORTION OF FY'76 CCP COMMITMENT (I.E. RESEARCH RELATED TO ANNEX A, FY'76 CCP)AND RESEARCH ON TWO DEFERRED FY'76 EXPORT PROMOTION EVENTS (POST'S BRIEF MARKET SURVEYS INITIATED IN FEBRUARY AND RETURNS FROMQUESTIONNAIRES ENCLOSED WITH MARCH 18, 1975 REILLY/LEONARD LETTER CAN SERVE AS TAKE-OFF POINT). MALAYSIA - REICHENBACH'S LETTER

TO BARNES, JULY 19, 1974, REQUESTING RESEARCH ASSISTANCE.

4. ACTION REQUESTED:

A. APPOINTMENTS WIT; APPROPRIATE GOVERNMENT OFFICIALS, END-USERS AND MARKETING REPRESENTATIVES OF U.S. MANUFACTURERS NOT TO EXCEED FOUR INTERVIEWS PER SELECTED INDUSTRY. INTERVIEWS SHOULD BE IN THE METROPOLITAN AREA MINIMIZING EXCESS TRAVEL. PROPOSED INDUSTRIES AND DATES FOR INTERVIEWING ARE AS FOLLOWS:

(1) SINGAPORE - MAY 6 THROUGH 9, CONSTRUCTION EQUIPMENT AND BUILDING PRODUCTS, ELECTRONICS PRODUCTION AND TEST EQUIPMENT, TOURISM (HOTEL, MOTEL, CATERING EQUIPMENT).

(2) INDONESIA - MAY 20 THROUGH 23, CONSTRUCTION EQUIPMENT AND BUILDING PRODUCTS, FISHING INDUSTRIES, MINERALS AND ORE PROCESSING.

(3) MALAYSIA - JUNE 3 THROUGH 6, CONSTRUCTION EQUIPMENTAND BUILDING PRODUCTS, TIMBER INDUSTRIES, TOURISM (HOTEL, MOTEL, CATERING EQUIPMENT).

B. SHOULD POST HAVE OTHER VIABLE ALTERNATIVE TO PROPOSED INDUSTRIES COLLECT MATERIALS ON THOSE INDUSTRIES FORDISCUSSION AND REVIEW BY BARNES.

C. COLLECTION OF ALL AVAILABLE MATERIALS ON RELEVANT UNCLASSIFIED

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INDUSTRIES INCLUDING GOVERNMENT PUBLICATIONS, PERIODICALS AND RESEARCH.

D. NO SECRETARIAL ASSISTANCE REQUIRED. WOULD APPRECIATE USE OF DESK, MANUAL TYPEWRITER AND CALCULATOR. KISSINGER

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Disposition Event:
Disposition History: n/a
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